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ABSTRACT

A study was done to describe the typical new consumer magazine that was published in the United States between 1979 and 1983 and to determine the relationships between those magazines still being published (as of 1984) and those that ceased publication. A content analysis of 234 new magazines utilized circulation figures, commonalities of first issue, cover price, subscription price, publication date, magazine location, and frequency of publication, among other variables to discover the construction of a typical magazine for the period under study. It was found that the typical product could be considered as a fact sheet on the status of the new American magazines of the 1980s: a cover price of $2.00 and a subscription price of $14.00 per year, initially published bimonthly and later shifting to a monthly frequency, and carrying 21 pages of advertising and 69 pages of editorial material. In studying the 26 most common variables that existed among the new magazines and their relationships to survival or death of the magazines, it was found that only two have a significant effect on the survival of the new magazine: the cover price and the frequency of publication. (Author/CRH)

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THE TYPICAL AMERICAN CONSUMER MAGAZINE OF THE 1980s

By

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The Typical American Consumer Magazine of the 1980s

Abstract

The purpose of this paper is twofold: (1) to present the typical new consumer magazine that was published in the United States between 1979 and 1983; and (2) to determine the relationships among those magazines that are still being published and those that ceased publication.

A content analysis of 234 new consumer magazines yielded the construction of a typical magazine for the period under study. This typical magazine can be considered as a fact sheet on the status of the new American magazines in the 1980s: a cover price of $2.00 and a subscription price of $14.00 per year, initially published bimonthly (and later shifting to a monthly frequency), and carrying 21 pages of advertising and 69 pages of editorial material.

The second part of the study presents the 26 most common variables that exist among new magazines and studies their relationships to survival or death of the new magazines. Only two variables appear to have a significant effect on the survival of a new magazine: the cover price and the frequency of publication.

The Typical American Consumer Magazine of the 1980s

Introduction

This paper studies the first issues of new American consumer magazines, as represented by 234 new magazines published between 1979 and the first half of 1983. Its aim is twofold: 1) To present the typical new magazines of the 1980s that is published in the United States, and 2) To distinguish between the magazines that were able to survive through that period and those that were not.

Content analysis was used as the methodology for carrying out this study. A "Magazine Coding List" was developed to cover most of the "physical" commonalities of the first issues of new magazines. (See Appendix 1 for the Magazine Coding List and the Operational definitions).

The list was subjected to a reliability test by three judges: a Ph.D. in journalism, a former newspaper managing editor, and a librarian. Each of the three judges was given the same magazines, coding list, and the operational definitions used in this study. The agreement among the three judges and the original coder was 100 percent. The analysis of the magazines was done thereafter by the author.

Limitations of the Study

Two major limitations were present while conducting this study: 1) the selection of the sample, and 2) the circulation figures of the new magazines.

The Selection of the Sample

With the rate at which the new magazines appear and, later, disappear, it is almost impossible to locate a magazine "population" at one specific time in order to select a random sample. Thus, it was necessary to select a sample from the magazines that achieved one of the following two statuses: those that reached the newsstands or those that advertised themselves in other media. Every effort was made to track down all new magazines that reached the newsstands, with one exception: the so called "girlie" magazines. A request asking for the first issue was sent to those that advertised their new publication . Magazines from both groups made up the sample for this study. A total of 234 magazines were collected.

The Circulation Figures

The other limitation of the study is the absence of circulation figures for the magazines. By studying the first issues by themselves, circulation figures could not be known because they are not recorded in the magazines. Even if other sources were to be used, such as the SRDS (Standard Rates And Data for Consumer Magazines), a large number of the new magazines would be excluded because they would not yet be listed. However, it is safe to say that the majority of new magazines start with circulation figures below the 100,000 mark and then may go up if a large audience develops.

Taking those two limitations into consideration, the 234 magazines were analyzed and the results were coded on the magazine coding list. The commonalities among the first issues were then analyzed and a theoretical first issue was constructed. A final

analysis focused onthe significant differences between those magazines that are still publishing and those that ceased publication.

The Commonalities of the First Issue

Twenty six variables were considered in studying the commonalities of the first issues. The results were as follow:

The Cover

It is the first page of the magazine that either captures readers' attention to take a further look at the contents or makes them stay away from the magazine. The cover is such an essential element of the magazine that more time and attention is given to its design and nature than the inside page. Covers of magazines used to be looked upon as pieces of art and not as merely an element to sell the magazine. They were viewed as a "popular aesthetic and historical legacy."[1] The majority of covers of the magazines of the 19th and early 20th century carried a special appeal of illustration. Each magazine had a set of artists whose illustrations regularly appeared on the covers, giving the magazine a sense of unity and continuity.[2]

The era of the cover as a piece of art is almost gone. Magazines now compete with each other and with other media to reach their audience. They want to tell their audience in a moment what they are offering inside the covers of the magazine. That is why magazines in this part of the 20th century are moving toward different kinds of covers. No longer is it the poster cover that dominates the magazine cover scene; it is the multi-theme, one image cover (See Table 1). The cover offers the reader what could be considered an abridged contents page.

TABLE 1

COVER DESIGN

Category Label	Total Number	Percentage
Poster	10	4.3
One theme	5	2.1
Multi theme, one image	171	73.1
Multi theme and image	48	20.5
TOTAL	234	100.0

More than 93 percent of the magazines studied used designs that offered the readers an abbreviated list of contents on their covers (usually referred to as sell-lines), sometimes with one picture in the background, and other times with more than one picture or illustration. This change in the design of the cover probably reflects the change in the role of the magazine from a mere purveyor of literature and arts to a carrier of specific information that the reader can determine, from the first look, what the magazine offers inside its pages.

Yet, it should be mentioned that there are still some attempts to return to the poster cover as the only design used in some magazines. Most recently Vanity Fair was reintroduced to the publishing scene with a poster cover design. Another attempt was made by Good Housekeeping's Moms Who Work. The magazine was tested with two

covers: one with a poster design and the other with a multi-theme and image design. The purpose of that testing was to determine which design the magazine would use in future issues. But there were no future issues.

Cover Price

In 1931, John Bakeless, author of one of the first books to deal with magazine publishing, noted that magazine publishers would give their magazines for free just to get higher circulation figures to offer the advertisers. This was not done, however, Bakeless said, because it would hurt the magazine's reputation if it was given away.[3] Thus, price reduction was the solution, and magazines started reducing their cover prices to the minimum.

With few exceptions (Fortune magazine started in 1930 with a cover price of one dollar) this trend continued until the early seventies. The advent of color television and the rising costs of energy and production forced magazine publishers to look at the consumer as a source of an income and not merely as a number for the advertising agencies. The average single copy price went from $0.68 in 1973 to $1.62 in 1981 according to the Magazine Publishers Association. This cost to the reader rose at a higher rate than the Consumer Price Index (up 105% as compared to the 138% increase in the cover price).[4]

The average price of the new 234 magazines was $2.00, the median was $1.96, and the mode was $2.00 (See Table 2). The lowest price was

TABLE 2

MAGAZINES' COVER PRICE

Category label	Total Number	Percentage
$0.50 - $0.99	5	2.1
$1.00 - $1.99	22	9.8
$2.00 - $2.99	143	61.1
$3.00 - $3.99	45	19.2
$4.00 - $4.99	5	2.1
$5.00 - $5.99	1	0.4
$6.00 - $6.99	1	0.4
no cover price	11	4.7
TOTAL	234	100.0

$0.50 and the highest was $6.00 per issue. It should be noted that 11 magazines were without cover price, which indicates one of three things: (1) the first issue was published inside another magazine (Making It first issue was published inside Ms.), (2) the magazine is given away free as a newspaper supplement (The Movie Magazine is distributed through campus newspapers free of charge for single copies with the option to subscribe for $3.00 a year), or (3) the magazine has no newsstands sale and is sold only by subscription (Pro! magazine was only sold by subscription through its entire first year).

The majority of the 234 magazines had a cover price between $2.00 and $3.00 which clearly shows that the "cheap" old days for magazine cover prices are gone. Magazine publishers are now aware of the consumers as a good source of money making. They are willing to charge the consumers higher prices, and the consumers appear willing to pay for the product. A quick look at the circulation figures of magazines will show that they are rising, which means that more people are buying more magazines, no matter the price.[5]

Subscription Price

Although the magazine revenues from subscriptions are on the increase, they did not double as in the case of their revenues from newsstands sales in the period 1973 - 1981. The Magazine Publishers Association reports an increase of 5 percent of subscription revenues in 1981 from the 28 percent total subscriptions income in 1973. The newsstand income increased 8 percent in 1981 from the 8 percent total newsstand income in 1973. Thus, the total revenues from sales equalled 45 percent in 1981 as opposed to 36 percent in 1973. The remaining revenue is from the advertising.[6]

Higher sales revenues were accompanied by an increase in the price of the subscriptions of the magazines as well. The average one year subscription was $7.72 in 1973. This price increased 134 percent to reach $18.06 in 1981, according to Magazine Publishers Association figures.[7] All of the previous statistics were "based on the 50 leading magazines in advertising revenue for each year." The association figures do not include the discounted subscription price that magazines offer in addition to their regular, stated subscription price. It should be noted here that the Audit Bureau of Circulation

(ABC) does not consider any circulation figures offered by a magazine that lowered its discount rate to less than 50 percent of its stated subscription price.

This study considers both subscription prices: the stated or regular subscription price and the discount price. Each of the two categories will be dealt with separately.

Regular Subscription Price

The average subscription price of the 234 magazines was $13.91, the median was $12.00, and the mode was 12.00. The lowest subscription price was $3.00 and the highest was $45.00 (See Table 3). It should be noted that 61 magazines offered no subscription price for one of two reasons: first, the magazine was not sure it was going to be published on a regular basis (Families magazine's first issue did not offer a subscription price but told the readers that if the magazine received good response, then future issues would be published); second, the magazine was designed only for sale on the newsstands and offered no subscriptions (Woman magazine is published six times a year and is sold exclusively on newsstands).

The majority of the 234 magazines offered a subscription price (approximately 75 percent) of $10 or higher, which shows that, once again, the magazines are looking to their consumers as a source of income rather than as a mere number. No longer available are the $2 and $3 subscriptions; those days are gone.

Discount Subscription Price

In their search for the consumer money as a good source of revenue, some magazines continued to offer subscribers a bargain or

TABLE 3

MAGAZINES' REGULAR SUBSCRIPTION PRICE

Category Label	Total Number	Percentage
Up to $3.99	2	0.9
$4.00 - $7.99	13	5.4
$8.00 - $11.99	50	21.2
$12.00 - $15.99	57	24.0
$16.00 - $19.99	32	13.5
$20.00 - $23.99	2	0.9
$24.00 - $27.99	11	4.7
$28.00 - $31.99	1	0.4
$32.00 - $35.99	2	0.9
$36.00 - $39.99	2	0.9
$40.00 and above	1	0.4
No subscription price	61	26.1
TOTAL	234	100.0

discount price that reflected a cheaper subscription price than that stated in the magazine. The study was only concerned with the discount price reported in the magazine itself, not those offered through clearing houses and other forms of direct mail sales.

TABLE 4

MAGAZINES' DISCOUNT SUBSCRIPTION PRICE

Category Label	Total Number	Percentage
Up to $3.99	1	0.4
$4.00 - $7.99	10	4.2
$8.00 - $11.99	40	17.1
$12.00 - $15.99	10	4.1
$16.00 - $19.99	4	1.7
$20.00 - $23.99	2	0.9
$24.00 - $27.99	0	0.0
$28.00 - $31.99	0	0.0
$32.00 - $35.00	0	0.0
$36.00 - $39.99	1	0.4
$40.00 and above	0	0.0
No discount price	166	70.9
TOTAL	234	100.0

The average discount price of the 234 magazines was $11.30, the median was $9.99, and the mode was $12.00. The lowest discount price offered was $2.00 and the highest was $36.00 (See Table 4). More than 70 percent of the magazines offered no discount price. [This number by itself is slightly biased and does not reflect the reality of the discount subscription price status because it also includes those magazines that offer no regular subscription price either]. Of the 173

magazines that offer regular subscription price, however, 68 of them offer a discount price. This means that approximately 60 percent of the magazines offered no discount subscription price.

Contemporary magazines not only avoid offering discount prices, but, in some cases, they charge the same amount of money for a subscription similar to that they charge for newsstands sales. (Time Inc. did that with the new monthly Life magazine). As a substitute for the discounted price, some magazines are offering gift gimmicks to their subscribers when they pay the regular price. Those gimmicks varied from a sports case (Discover) to a booklet on health and beauty (Spring).

Publication Date

To start a magazine certain deadlines are needed. The most important deadline, of course, is the date the magazine is to be published. Many factors are involved in setting up that date. Magazine expert James Kobak mentions a few considerations that should be noted before setting the due date of the magazine. These considerations include: good mailing periods, the fact that advertising budgets are designed on a calendar year basis, the Christmas holidays, and the difficulty in reaching investors.[7]

Although magazine experts refer to one or two months in the year as the best months to start up new magazines (Kobak, for instance, suggests October and March[8], and Leonard Mogel suggests January[9]), the fact of the matter remains that magazines keep appearing every month of the year (See Table 5).

TABLE 5

START UP DATES OF PUBLICATION

Category Label	Total Number	Percentage
January	20	8.5
February	18	7.7
March	13	5.6
April	37	15.8
May	17	7.3
June	18	7.7
July	11	4.7
August	9	3.8
September	24	10.3
October	20	8.5
November	27	11.5
December	11	4.7
No month date	9	3.8
TOTAL	234	100.0

With the exception of a very few cases, the cover date of any magazine does not reflect its actual publication date. What it reflects is the last day the magazine is going to be available on the newsstands and it also serves as a reminder on when the next issue is coming out. Thus, a magazine with a November date, for example, means that it reaches the newsstands sometimes in October. This period of

time can range from one week to more than a month in advance depending on the publication's frequency.

Although there is no clear cut difference among the different months of publication, it can be noted that there are two major groupings of publication periods: April through June, and September through November. In the first period there were 62 new magazines start-ups; in the the second there were 61. Thus approximately 60 percent of the 234 new magazines studied first appeared in those time periods.

Those two periods fall directly before and after the holiday seasons. Two of the reasons behind those publication dates might be that publishers are making better usage of the "light" mailing periods for their mail subscription drive, and that magazines on the newsstands do not compete with the many gift items that appear only in the holiday season.

Magazine Location

Whether it affects the status of the magazine or increases its chances of survival or death, few experts argue the fact that New York and the surrounding areas are the choice of most of those who want to start a new magazine.

New York alone hosts more than 50 percent of the 234 new magazines that were studied (See Table 6). California is a distant second, and Florida is a weak third. All states with less than one percent of the number of publications were grouped together under the category label "other".

TABLE 6

MAGAZINES' PUBLICATION LOCATION

Category Label	Total Number	Percentage
California	31	13.2
Colorado	3	1.3
Connecticut	10	4.3
District of Columbia	2	0.9
Florida	11	4.7
Georgia	5	2.1
Illinois	7	3.0
Massachusetts	4	1.7
Michigan	3	1.3
New Hempshire	4	1.7
New Jersey	10	4.3
New York	117	50.2
Pennsylvania	3	1.3
Texas	7	3.0
Other	17	6.8
TOTAL	234	100.0

Although New York is chosen by most magazines, it should be noted that this choice is only for the editorial and advertising offices. The new magazines are prepared in New York, but are not necessarily printed and packaged in the state. Most magazines depend on printing

plants in other states where the taxes and production costs are lower. Some magazines even go one step out of the country to print their product (for example, American Taste magazine is printed in Canada).

Whether this trend of using New York as THE place for editorial offices will continue in the future is unknown. The new technologies are reducing the "size" of the country and are bringing the countries closer to each other. The location that a magazine picks for its editorial offices might be of no concern in the near future. Magazines such as Horizon and Saturday Review were moved from New York by new owners who elected to publish them from Birmingham, Al., and Columbia, Mo., respectively.

Statement of Being New

Do new magazines advertise themselves in a way that tells they are brand new, or do they sneak into the market without referring to the fact that the magazine is new? One would expect all new magazines to advertise that they are new like any new product. By doing so, they might at least pique the curiosity of the consumer to see how the magazine differs from other magazines.

However, what should be done and what is done are not always the same. Only half of the magazines studied chose to label their first issues as either the "First Issue" or "Premier Issue" (See Table 7). To the first or premier labels some magazines added catchy words such as "Collector's edition" (American Health), "Gala Premier Issue" (Muppet magazine), or "Our Best Issue Yet" (City Limits).

TABLE 7

IDENTIFYING LABELS OF BEING NEW

Category Label	Total Number	Percentage
First issue	11	4.6
Premier issue	103	44.0
Other	52	22.2
None	68	29.1
TOTAL	234	100.0

The other half was divided into two main groups: those that elected not to advertise the fact they were new (Good Looks) and those that introduced their presence by a shy, small Vol.1 No.1 label on the cover (Beautiful Living).

Frequency of Publication

One of the major decisions a magazine founder must consider is the frequency of publication. The choices are many, but each has its own positive and negative aspects. One choice has been picked by only a few daring publishers: the weekly choice.

In the last 15 years, few magazines have been launched on a weekly basis. In 1968, New York magazine was published as a weekly. Five years later, in 1973, People magazine began. It was another five years before a new weekly came out. Woman's World was published in 1980 as a non-advertisement weekly magazine for women.

More recently, in 1983, TV Cable Week was launched as a weekly by Time Inc., the same company that started People ten years earlier.

The remaining choices range from bi-weekly (26 issues a year) to quarterly, and in some extreme cases to semi-annually (See Table 8).

TABLE 8

MAGAZINES' FREQUENCY OF PUBLICATION

Category Label	Total Number	Percentage
Weekly	2	0.9
Biweekly	2	0.9
Monthly	79	33.8
Bimonthly	82	35.0
Quarterly	36	15.4
Other	33	14.1
TOTAL	234	100.0

More than 65 percent of the magazines were published in frequencies other than weekly and monthly. Magazine experts advise new publishers to start as quarterlies, shift to bimonthlies, then finally shift to monthlies or biweeklies. In doing this, the magazine will have enough time to be tested in the market and when both the consumer and advertiser needs increase, the frequency of the publication can be increased too.[10] This also will save the magazine

a lot of money that could have been wasted if the magazine was started as a monthly and did not receive the predicted welcome.

Although 65 percent of the magazines started with a different than monthly frequency, those magazines soon converted to a different frequency once they were sure they could stand the demand and the cost of different frequencies. Electronic Games magazine began as a quarterly but shifted to a monthly in the second issue. Not all magazines can change frequency that fast. It took Science 80 a whole year of publishing before it changed from a bimonthly to a 10-times-a-year frequency.

Like Science 80, there are many magazines that elect to publish 3 times a year (Skier's World), or 7 times a year (Pro!), or even 10 times a year (3 2 1 Contact), rather than publishing 12 issues a year. Some do this because of the nature of their contents (Skier's World published in the skiing season, Pro! published in the football season), while others do it for economic reasons before they can afford changing to a monthly frequency.

Magazine Binding

In his definition of magazine, Frank L. Mott distinguished a magazine from a newspaper by saying that the magazine should be bound.[11] The definition did not specify any kind of the three binding methods used in putting the magazine together today: saddle stitch, perfect binding, and sewn binding. Another method, seldom used, is the folding of the magazine from a tabloid form to a standard size without trimming the upper edge of the magazine and thus making it stay together. (The Record magazine used this method for two years).

The majority of the magazines published since 1979 are using the saddle stitch binding method. (See Table 9).

TABLE 9

MAGAZINE BINDING

Category Label	Total Number	Percentage
Saddle Stitch	191	81.6
Perfect Binding	41	17.4
Sewn Binding	0	0.0
Other	2	0.9
TOTAL	234	100.0

Magazines have switched to and from the saddle stitch binding methods for different reasons. If the publisher likes to give the magazine the image of a book, perfect binding is the method to be used. If the publisher wants to offer the reader a centerfold poster, then saddle stitch must be used. The new owners of Esquire magazine shifted the magazine in 1979 back to perfect binding to reflect on the good old days before Clay Felker bought the magazine and changed its format and frequency in 1978. Shape magazine shifted from perfect binding to saddle stitch to offer its readers a free centerfold poster. TV Guide made the switch to perfect binding to make it easier to expand and increase its capability of adding more listings and more pages to their local editions.

Paper Usage

Magazines, in general, use a better quality paper than that used in newspapers. Magazines commonly use clay coated (slick glossy) paper from which the printed ink does not come off the pages on the hands of their readers. But this was not the case in all the magazines that were studied. (See Table 10).

TABLE 10

KIND OF PAPER

Category Label	Total Number	Percentage
Clay coated paper	141	60.3
Newsprint	46	19.7
Both	47	20.1
Total	234	100.0

Although approximately 60 percent of the magazines used the clay coated, white glossy paper, 20 percent used a mixture of the two. In most cases this mixture tilted toward a majority of glossy paper and one or two sheets of newsprint (16 - 32 pages). The newsprint paper, when used together with the slick paper, is usually of a higher quality than the regular newspaper paper. Spot color is often added to it, and the whole section is then presented as a special supplement or addition to the magazine that the reader should be thankful for, although it costs less than the slick paper. Most women magazines use

this approach (Redbook, Good Housekeeping, Ladies Home Journal, to name a few). Other magazines use the same approach and they present the newsprint paper as a special department or section.

On the other hand, those magazines that use a majority of newsprint with four or more slick pages in the inside use such inserts for colored photography or 4-color advertisements. The remaining 20 percent of the magazines, which only use newsprint, employ newsprint that ranges in quality from one of the cheapest (Chillers magazine) to one of the more expensive (Sportstyle magazine). In the case of the more expensive newsprint paper, color is used in a very acceptable way, but in the case of the cheap newsprint paper color is almost nonexisting.

Magazines' Editorial and Advertising Pages

Although the ratio of editorial material to advertising of all magazines is about 50/50, according to the MPA statistics[12], this ratio does not reflect the nature of new magazines. In the 234 magazines the ratio of editorial to advertising was approximately 77 percent to 23 percent, a clear cut difference that shows that new magazines, in general, do not enjoy the status with advertisers as do established magazines. New magazines have to depend more on their readers and on venture capital rather than on advertisers as the major sources of revenue.

The Editorial Pages

The number of editorial pages used in the magazines ranged from as little as 11 pages of editorial materials to as much as 191

editorial materials, a total dispersion range of 180 pages. (See Table 11).

TABLE 11

TOTAL NUMBER OF EDITORIAL PAGES

Label Category	Total Number	Percentage
Below 16 pages	6	2.6
17 - 32 pages	12	5.1
33 - 48 pages	17	7.3
49 - 64 pages	68	29.0
65 - 80 pages	72	30.8
81 - 96 pages	39	16.7
97 - 112 pages	11	4.7
113 pages and above	9	3.8
TOTAL	234	100.0

The mean number of editorial pages was 69.1, the median 66.7, and the mode 66.0. The majority of the magazines (approximately 75 percent) carried between 49 and 96 pages of editorial material. This might be explained by the fact that the new magazines, in their search for the consumers as a source of revenue, are offering readers their money's worth, providing approximately 25 percent more editorial material than that offered in established magazines.

Color was used in two different ways: process color for the presentation of four-color pictures and spot color for the addition

of one or more colors to the black-and-white pictures, illustrations and type. All other pages that carried no color were printed in black and white. (See Tables 12, 13, and 14).

TABLE 12

EDITORIAL MATERIAL PRESENTED IN PROCESS COLOR

Category label	Total Number	Percentage
Below 16 pages	96	41.0
17 - 32 pages	48	20.5
33 - 48 pages	25	10.8
49 - 64 pages	18	7.6
65 pages and above	4	1.6
No process color	43	18.4
TOTAL	234	100.0

The mean number of editorial pages using process color was 22.7, the median 16.4, and the mode 4.0. The usage of process color ranged from zero page in 43 publications to 157 pages in a single publication. The majority of the new magazines (approximately 80 percent) used process color as a method of presenting their editorial material. With more editorial pages and more color publishers and editors apparently believe they are increasing their chances of getting a slice of the market, rather than throwing all their chips into a black-and-white publication that might not withstand the competition of the existing "players."

The second method used in presenting the editorial material is the usage of spot color. Spot color can be, and is used, with or without the usage of process color.

TABLE 13

SPOT COLOR IN EDITORIAL PAGES

Category Label	Total Number	Percentage
Below 16 pages	118	50.4
17 - 32 pages	22	9.6
33 - 48 pages	6	2.5
49 pages and above	6	2.5
No spot color pages	82	35.0
TOTAL	234	100.0

The mean number of editorial pages using spot color was 13.3, the median 7.5, and the mode was 1.0. The new magazines ranged in usage of spot color from zero to all 128 pages of editorial material in the case of Better Times magazine. Spot color mainly was used in the departments heads or labels, or in rules and initial letters. Although the majority of magazines used spot color in one way or another, 35 percent of the new magazines did not use it at all. Those magazines fell into two categories: those that used process color and elected not to use spot color, and those that used no color at all in the magazine.

The third method of presenting the editorial pages to the reader is through the usage of white and black photographs, illustrations and display. The method can be used in combination with the other two methods, process and spot color. Magazines sometimes use black and white editorial pages as a method of separating the editorial material from colorful advertising. The New Yorker magazine is a leader in this practice. Sometimes magazines use black and white editorial material to save on production costs. In most cases, it is up to the publisher and editor to decide what method to use and in what amount.

TABLE 14

NO-COLOR EDITORIAL PAGES

Category Label	Total Number	Percentage
Below 16 pages	39	16.9
17 - 32 pages	41	17.7
33 - 48 pages	47	20.2
49 - 64 pages	62	26.6
65 - 80 pages	22	9.6
81 - 96 pages	5	2.1
97 pages and above	7	2.8
No no-color page	11	4.7
TOTAL	234	100.0

The mean number of editorial pages using no color was 44.0, the median 45.7, and the mode 48.0. The new magazines' usage of this

method ranged from the few (approximately 5 percent) that elected not to carry full color pages, to those that carried 191 pages with no color. The distribution of editorial pages using no color in the magazines was so chaotic that no other reason could be assumed except that the majority of new magazines use a combination of both no color and color (both process and spot) in presenting their editorial material.

It should be mentioned here, however, that many existing magazines are going back to the combined black and white and color approaches. This mixing approach had not been acceptable to some magazines previously. A recent example is Geo magazine. Geo published no black and white pictures during its entire first three years of publication. However, when the magazine was bought by Knapp Communications, this policy was changed by editor-in-chief Paige Rense, and the magazine started publishing pictures in black and white alongside the color photography.

On the other hand, those magazines that generally present their editorial materials in black and white consider an insert of 4 or 8 pages of color photography as a real bonus to the reader and some even take a step further by advertising the fact on the cover, as is the case in Real Life magazine.

The Advertising Materials

The ratio of advertising carried in new magazines is significantly below the ratio of advertising carried in magazines in general. However, there were some exceptions. Some new magazines broke records in the amount of advertising carried in their first issues. Discover

and the recently reborn Vanity Fair are two of few examples of such record breakers. Discover ran 60 advertisements in its 120-page first issue, and Vanity Fair ran 166 advertisements in its 280-page first issue.

The amount of advertising run in the 234 new magazines ranged from zero in some magazines to a maximum of 173 pages. Magazines that elected not to carry advertising made note of that on their covers, as in the case of Woman's World magazine. Others were proud of the amount of advertising they carried, as it was the case with PC World which carried the largest amount of advertising among the magazines studied.

TABLE 15

DISTRIBUTION OF ADVERTISING PAGES

Category Label	Total Number	Percentage
Below 16 pages	116	49.5
17 - 32 pages	72	31.0
33 - 48 pages	19	8.4
49 - 64 pages	10	4.3
65 pages and above	7	3.0
No advertising	10	4.3
TOTAL	234	100.0

The mean number of advertising pages was 21.0, the median 16.0, and the mode 5.0. Almost half of the new magazines carried less than

17 pages of advertising (See Table 15). Among that portion, half carried 8 pages or less of advertising, with the other half carrying somewhere between 9 and 16 pages. Only a few of the new magazines carried over 32 pages. These figures indicate that the new magazines are still looking to the consumer as an important source of revenue, and thus are undoubtedly charging consumers higher prices for their magazines.

Traditionally advertising have appeared in magazines in all shapes and forms. Advertisers bought spaces from a fraction of an inch to a full spread. However, the majority of the new magazines did not use flex-form (bastard) advertising and restricted their advertisements to sizes that fit the magazines formats. (See Table 16).

TABLE 16

PRESENCE OF BASTARD ADVERTISING

Category Label	Total Number	Percentage
Yes	7	3.0
No	227	97.0
TOTAL	234	100.0

The reasons that few magazines accept or carry bastard advertisements lies in the fact that it is often hard to incorporate the advertisements within their designs, especially when the

advertisements are silhouetted around the text or editorial material. Magazine publishers and editors try in most cases to avoid mingling editorial material with the advertising materials. But, as is the case of Oil of Olay's advertisement in Elan magazine, some magazines find themselves carrying advertisements so similar to their design that they mingle with the editorial material even more than bastard advertisements.

The Contents Page

After the cover, the contents page ranks second in importance. It is the second eye-capturing page that readers often flip to, if they choose to look at the magazine. Magazine publishers, editors, and art directors are aware of the importance of the content page. American Health magazine, for example, has expanded the content page to two or more pages and most women's magazines follow this style, moving the reader from one page of contents to another.

The contents page, whether it is presented on half a page or two pages, follows one of two major categories: it is either synopses or listings. Only two magazines (See Table 17) from the 234 new magazines that were studied carried their contents in a listings format on the covers of the magazines. The rest were located on inside pages, close to the cover in most cases. A few exceptions were found where magazines published their content page in the middle of the magazine, as in the case of Look magazine, which had a reference to the content page number on the cover of the magazine.

The interest of the editors and publishers in the content page is seen in the fact that the majority of the new magazines elected to use

TABLE 17

CONTENTS PAGE FORMAT OF NEW MAGAZINES

Category Label	Total Number	Percentage
Synopses	144	61.5
Listings	88	37.6
Other	2	0.9
TOTAL	234	100.0

detailed content pages so that the reader could get a full summary of what the magazine was trying to offer. This detailed content display works as a sword with two edges. On one hand, it might help convince the reader to buy the magazine. On the other hand, if it is poorly done, it might induce the reader to reject the magazine. The idea of a sword with two edges also applies on the listings content page. One can argue that offering the readers mere listings will encourage them to flip through the magazine and see the entire contents before making the judgment on buying or rejecting the magazine. On the other hand, readers might not take the time to flip through an entire magazine to get acquainted with its content and might prefer a detailed account of what to expect to find in the magazine.

The Letter from the Editor/Publisher

Further inside each new magazine is a letter from the editor/publisher. This letter is the third important milestone in

introducing a new magazine, the first two being the cover and the content page. The content of this letter, which contains the statement of purpose of the publication, in most cases is written by the editor of the magazine (See Table 18), or by its publisher. In some cases it is signed by both the editor and the publisher. Sometimes the president of the publishing company writes the first editorial, or, as the case of many other publications, the letter is not signed by anyone.

TABLE 18

WRITERS OF THE FIRST EDITORIAL LETTER

Category Label	Total Number	Percentage
Written by editor	115	49.1
Written by publisher	45	19.2
Written by both	9	3.8
Written by other	43	18.4
No first editorial letter	22	9.4
TOTAL	234	100.0

In the magazines studied, almost 50 percent of the first editorial letters were written by the editors of the new magazines. Few were written by the publisher or the president, and only 9 were written by both the editor and publisher. It should be noted,

however, that although not one magazine skipped or eliminated the cover or contents pages, 22 magazines elected not to include the first editorial letter, in which the statement of purpose for the magazine is usually presented. The magazines that chose not to publish a first editorial letter ranged from well advertised and publicized magazines, such as Look and Vanity Fair, to magazines that reached the scene quietly and with no advertising or publicity, such as Good Looks and Intimacy.

A rule of thumb says the editorial letter should be located somewhere in the front of the magazine, and this rule holds true in the new magazines. The majority of first editorial letters were located in the first 8 pages of the magazine (See Table 19), and after the contents page (See Table 20).

TABLE 19

LOCATION OF FIRST EDITORIAL LETTER

Category Label	Total Number	Percentage
Page 8 and below	181	81.1
Pages 8 - 16	6	2.6
Pages 17 - 32	3	1.2
Pages 33 and above	6	2.6
Inside back cover	7	3.0
No first editorial letter	22	9.5
TOTAL	234	100.0

It should be noted that the 7 magazines that used their inside covers as the place to publish the first editorial letter did so probably for the lack of advertising, as is the case in Pretty Body or Slim and Trim magazines, and not as a matter of policy, such as Reader's Digest's back cover, which the magazine reserves for a picture or an illustration rather than an advertisement.

The few instances in which the first editorial letter are buried inside the magazine are still rare in magazine publishing. Cosmopolitan Living magazine used one of those rare placements in its magazine when it placed its editorial letter on page 107.

TABLE 20

POSITION OF THE FIRST EDITORIAL LETTER

Category Label	Total Number	Percentage
First editorial page	65	27.8
Last editorial page	3	1.3
First ed. page after contents	127	54.3
Other	17	7.3
No letter	22	9.4
TOTAL	234	100.0

As mentioned earlier, the preferred place for the first editorial letter is in the front pages of the magazine. Although the majority

of editors and publishers elected to locate the letter after the content page, more than 25 percent of the editors and publishers placed the first editorial letter before the content page. In these cases the letter is presented as the second most important sales pitch of the magazine (after the cover). Only three magazines elected to believe in what some people say that they start reading from the back of the book, and thus placed their letters on the last editorial page of their magazines.

The Editorial Design of the New Magazines

Sandwiched between the covers of the magazines are the editorial and advertising pages. Magazines' editors might have no say in the design and location of the advertisements, but they have the right to decide how to divide their editorial materials, and the way in which they would like to present the materials. The editorial materials of magazines are usually divided into two major types: departments and articles or features. The departments are editorial matters that appear regularly under the same headings, whereas the articles change from one issue to another. New magazines used both types of editorial material, although few of the new magazines elected to use only one kind of editorial material. Better Times, for example, offered its readers departmentalized content only, carrying 64 departments in its first issue. The first issue of Platinum, on the other hand, carried no departments at all. Even the first editorial letter was incorporated into the body of an interview with the publisher of the magazine.

TABLE 21

DISTRIBUTION OF DEPARTMENTS IN NEW MAGAZINES

Category Label	Total Number	Percentage
3 dept. and below	59	25.2
4 - 6 dept.	58	24.7
7 - 9 dept.	61	26.0
10 - 12 dept.	26	11.1
13 dept. and above	23	9.9
No dept.	7	3.0
TOTAL	234	100.0

The mean number of departments used in the 234 magazines was 6.9, the median 6.3, and the mode 1.0. Approximately 75 percent of the magazines used 9 or less departments in their first issues (See Table 21). The department that appeared in almost all the magazine was the letter from the editor/publisher. The minority of new magazines that elected not to use departments in their editorial presentation offered their readers few lengthy articles instead, as is the case with 5 Great Romances.

The mean number of articles used in the 234 new magazines was 13.5, the median 11.2, and the mode 9.0. The total number of articles ranged from zero to 45 articles in a single issue. However, the majority of the new magazines carried 16 articles or less per issue. It is obvious that with the limitation in the number of pages of new

TABLE 22

ARTICLES DISTRIBUTION IN NEW MAGAZINES

Category Label	Total Number	Percentage
8 articles and below	63	25.2
9 - 16 articles	107	45.8
17 - 24 articles	40	17.3
25 articles and above	24	10.4
No articles	4	1.7
TOTAL	234	100.0

magazines, the more articles a magazine carries, the shorter the articles become. That is another evidence that some editors are offering their readers shorter articles to go with the short attention span of the average American reader (See Table 22).

After the decision to divide the editorial materials into departments and articles is made, the decisions of where to locate and how to design those pages must be made. In most cases departments are placed in the front and back of the magazine. They are self contained with no jumps. The articles, on the other hand, can follow one of the four design styles picked by the editors and their art directors: continuous editorial material with no advertising; continuous editorial material with advertising; editorial well; and a combination of the previous three. Each of the new magazines applied one of the four styles in their designs of the first issue (see Table 23).

TABLE 23

EDITORIAL MATERIAL DESIGN STYLE

Category Label	Total Number	Percentage
Continuous with no ads.	34	14.5
Continuous with ads.	151	64.5
Editorial well	6	2.6
Combination of all	43	18.4
TOTAL	234	100.0

The majority of the new magazines elected to use the continuous editorial material with advertising as their style. This probably can be explained by the fact that advertisers prefer to see their advertisements mingled with the editorial materials, and editors like the light touch advertisements give to the rigid tex , especially if no color or pictures are used in the editorial material. Those magazines that elected to use a continuous editorial material with no advertising can be divided into two groups: those that have no advertising at all and those that elected to position the advertising on either side of the editorial material,i.e., in the front and back of the book. The few that elected the editorial well style were those that presented their readers with an illustrated, enlarged content page.

The Size of the New Magazines

The American Business Press (ABP) has recommended a standard publication trim size of 8-1/8 by 10-7/8 inches. ABP cited three areas of potential savings: (1) paper costs, (2) paper allotments, and (3) postal costs.[13] This size is widely known as the standard magazine size. In recent years most of the American magazines shifted to this size after years of publishing the large 11 by 14 inches size. This change in size started to take place with considerable notice after 1973 when the major women magazines shifted to the standard size and were followed by the rest of the crowd. The most recent shifts to the standard size are those of the two black magazines Ebony and Sepia.

The majority of new magazines that were studied followed the ABP advice and used a standard size (See Table 24).

TABLE 24

SIZE OF NEW PUBLICATIONS

Category Label	Total Number	Percentage
Pocket size	10	4.3
Standard size	216	96.6
Large size	1	0.4
Other	7	3.0
TOTAL	234	100.0

Although only one magazine tried to publish with a large format, College Papers, ten followed the steps of TV Guide and Reader's Digest by using a smaller size. It should be noted that when both TV Guide and Reader's Digest started new magazines, Panorama and Families respectively, they elected to use the standard size rather than use their own digest size. The magazines listed under the "other" category were those that used formats similar to the majority of the European magazines (9 x 12 inches). Those were led by Look, Woman's World, and Sportstyle magazine.

The "Typical" New Magazine

Magazines are different, if not in content, in their appeal to readers or advertisers. Yet, magazines still have a lot of similarities among themselves. These similarities provide a well-defined fact sheet on the status of the magazines that were started in the period 1979 - 1983. This fact sheet can be called "the typical new magazine" of that period.

The typical magazine would be described as follows:

It is a magazine with an attractive image on the cover. Five or more different titles are superimposed on that image to offer the reader a better idea of what is inside the magazine. The words "Premier Issue" are printed on the cover in a different color or size than the rest of the type. The cover price is $2.00, and the cover date is either April or November.

Once one flips to the inside pages, readers are bombarded by cards inviting subscriptions to the magazine at a bargain price. The regular subscription price of the magazine is $14.00, but the charter

subscriber can get a subscription for only $11.30, a 20 percent savings. The magazine is published in New York, where the editorial and advertising offices are located, although it might be printed elsewhere.

This typical new magazine will be published as a bimonthly and will later shift to a monthly frequency. It is printed on slick paper and bound by the saddle stitch method. The contents page is a detailed summary of each article in the magazine. After the contents page is the letter from the editor explaining the new magazine and welcoming the reader aboard.

The contents of the typical magazine will be divided among the features or articles, departments and advertisements. The features and departments will constitute the editorial material and the advertisements will constitute the advertising material. The total number of pages of the typical magazine is 90 pages, 69 for the editorial material, and 21 for the advertisements. The advertisements will be scattered between the articles of the magazine, but not mingled in the articles. There is no flex-form (bastard) advertising. The editorial pages are presented in process color (30 percent), spot color (16 percent), and black-and-white (54 percent). The typical magazine carried 7 departments and 13 articles in its first issue.

Readers will be able to pick this typical magazine from the newsstands or send for the magazine after seeing or hearing about it in other publications. Thus, the typical magazine advertises itself or is widely distributed in the country.

Magazines That Are Still Published and Those That Are Not

Not all the magazines that started publishing in 1979 are still published. Some of them went out of existence, and some merged with other magazines to form a new magazine; some are still striving and publishing. The same is also true for magazines that started in 1980, 1981, 1982, and 1983, although it is too early to judge on those magazines published in 1983.

TABLE 25

STATUS OF MAGAZINES 1979 - 1983

Category Label	Still Published	Ceased Publication	Total
1979	6	14	20
	(30.0%)	(70.0%)	(02.5%)
1980	22	25	47
	(46.8%)	(53.2%)	(20.1%)
1981	42	41	83
	(50.6%)	(49.4%)	(35.5%)
1982	33	17	50
	(66.0%)	(34.0%)	(21.4%)
1983	33	1	34
	(97.1%)	(02.9%)	(14.5%)
TOTAL	136	98	234
	(58.1%)	(41.9%)	(100%)

The 234 magazines that were considered in this study were divided into two groups: those that are still published and those that have ceased publication (See Table 25).

According to the figures, the more recently a magazine is published, the better are its chances of still being published. This is not an unusual finding because one might expect a new magazine to operate for some time before choosing to shut down if it were unsuccessful. This is obvious by the declining percentages of magazines that ceased publication from 1979 to 1983. This decline drops from 70 percent in 1979 to approximately 3 percent in 1983. However, those magazines that started two and three years ago show a 50/50 chance of staying in the publishing business. The 1981 figures present some interesting figures.

According to the MPA there were 417 new magazine start-ups in 1981. Eighty-three magazines that started in 1981 were considered in this study. Of this "biased" sample 42 magazines are still publishing. This means that if all the other magazines that MPA reported started publishing in 1981 ceased publication, it would leave the percentage of magazines surviving at 10 percent. However, it is almost impossible to believe that all the magazines not included in the sample ceased publication. Thus, it is fair to say that the percentage of magazines staying in business for more than two years is higher than the usual 10 percent figure quoted.

A crosstab analysis was run to study the relationships between the magazines that still are published and those that ceased publication. The 25 different variables that were coded in the Magazine Coding List were considered. Two major areas showed

significant differences between the two groups: the cover price and the frequency of publication.

The Cover Price

As mentioned earlier in this study, magazines rely more on newsstands sales than in previous years. Two reasons are behind that new direction: the escalating costs of postage and the belief of some publishers and editors that newsstands provide the real test for their new ventures rather than direct mail or subscriptions.[14]

Thus, it is no wonder that the single copy price of the new magazines kept increasing, reaching an average of $2.00 in the recent five-year period. A significant difference of p .01 exists between the cover prices of magazines that are still published and the cover price of those which ceased publication exists (See Table 26).

The higher the cover price, the better the chances are that the new magazine will survive. There is a proportional relationship between the two facts. This is especially true of those magazines priced at $2.00 and above. The proportion of those magazines published at higher prices that are still published is much higher than those that ceased publication. This proportion ranges from approximately 60 percent to a high of approximately 87 percent when the price of the magazine jumps above the $3.00 mark.

Why is it that the magazines that are priced higher have better chances of survival? Two considerations might be behind that: (1) magazines with high single cover prices (PC World, Geo, Home Entertainment Quarterly, for example) tend to be directed toward a specific audience: an audience that is rich and affluent, and thus

TABLE 26

THE RELATIONSHIP OF COVER PRICE TO STATUS OF MAGAZINE

Category Label	Still Published	Ceased Publication	Total
$1.99 and below	70	65	135
	(51.9%)	(48.1%)	(57.7%)
$2.00 - $2.49	39	28	67
	(58.2%)	(41.8%)	(28.6%)
$2.50 - $2.99	14	3	17
	(82.4%)	(17.6%)	(07.3%)
$3.00 and above	13	2	15
	(86.7%)	(13.3%)	(06.4%)
TOTAL	136	98	234
	(58.1%)	(41.9%)	(100%)

$X^2 = 11.8756$ DF = 3 p .01

can afford a higher price, (2) because the audience is willing to pay a higher price, the magazines, in most cases, can provide their audience better content. They offer the readers high quality editorial content that is directed toward their interests, together with advertising that is appealing to that same audience. Thus, both the editorial matter and the advertising will be appealing to the specific audience the magazine is trying to reach.

Frequency of Publication

Magazine experts advise new entrepreneurs entering the field of magazine publishing to start with a lower frequency in the beginning. Quarterly or bimonthly publications are usually the two choices advised by the experts. An analysis between the publications' frequency and their survival or demise showed the experts to be correct (p .028). The less frequently the magazine start publishing initially, the better its chances are of remaining in existence (See Table 27).

TABLE 27

FREQUENCY OF PUBLICATION

Category Label	Still Published	Ceased Publication	Total
Monthly	43	36	79
	(54.4%)	(45.6%)	(34.3%)
Bimonthly	52	30	82
	(63.4%)	(36.6%)	(35.7%)
Quarterly	26	10	36
	(72.2%)	(27.8%)	(15.7%)
Other	13	20	33
	(39.4%)	(60.6%)	(14.3%)
TOTAL	134	96	230
	(58.2%)	(42.8%)	(100%)

X^2 = 9.08847 DF = 3 P .02

The "Other" category label in Table 27 refers to new magazines that were published in different frequencies ranging from one time to 10 times a year. The same linear relationship existed for frequency as in the case of the cover price: the less frequently the magazine is published, the better its chances are that it still is in existence. Almost 64 percent of those magazines that started as bimonthlies still are published, and almost 73 percent of the quarterlies still are published.

Two reasons may lie behind this fact. First, the lower cost of having fewer issues, thus allowing the capital to be spread over a longer period of time. Second, lower frequency means more time to prepare the editorial material, and thus increases the chances of offering the readers better content. One of the most frequent complaints of magazine editors is that there is always a shortage of articles suitable for their publications and lowered frequency decreases the problem.

Conclusions

This paper presented the 26 most common variables that exist among new magazines and has studied the similarities and differences among new magazines. The results of this study can be summarized with the following points:

1. With two exceptions, the cover price and the frequency of publication, there are no significant differences in the "physical" aspect of the new magazines. All new magazines try to conform to existing trends in magazine publishing and properly try to follow the advice of the experts. The majority of magazines, both those that

still are published and those that have ceased publication, try to offer the readers a magazine that does not differ much from the other existing magazines in its "physical" status.

2. Taking into consideration the above, it is reasonable to argue that magazines that still are published offer the readers better content and more appealing advertising. Such magazines take their time producing each issue and are able to charge higher prices for the content they offer.

3. Although the majority of the new magazines start publishing in either early spring or early fall, the date of the publication contributes little or nothing to survival or failure of the magazine.

4. It is safe to conclude that a magazine's survival is not affected by the usage of color, the kind of paper, the divisions of the magazine into departments and articles, the mingling of advertisements and editorial materials, the type of cover, and even the subscription price of the new magazines. There is no significant difference among those magazines that are still published and those that ceased publication with respect to the above mentioned variables.

5. There are big differences between existing magazines and the majority of new magazines. The new magazines are more expensive per copy than the existing ones, and they carry more editorial materials and less advertising than those already in existence.

Thus, it is fair to conclude that no matter what kind of a magazine one starts, regardless of all the "physical" elements of the magazines, its chances of success and failure depend on something more than what the eye can see or the hand can touch. It depends upon the

quality of the content of the magazine and the audience it tries to reach rather, its physical appearance.

ENDNOTES

[1]John Peter, "There's More Than Nostalgia to These Magazine Covers," Folio, June 1983, p. 116.

[2]Ibid.

[3]John Bakeless, Magazine Making, (New York: The Viking Press, 1931): 7.

[4]Magazine Fact Book, (New York: Magazine Publishers Association, 1982): 5.

[5]Ibid, p. 3.

[6]Ibid, p. 11.

[7]Ibid, p. 5.

[8]Marjorie McManus, ed., Handbook of Magazine Publishing, (New Canaan, Connecticut: Folio Magazine Publishing Corporation, 1977): A19.

[9]Leonard Mogel, The Magazine, (Englewood Cliffs, N.J.: Prentice-Hall, 1979): 147.

[10]John Mack Carter, "Consumer Magazines: The New Magazine and its Value to Advertisers," Madison Avenue, June 1982, p. 114.

[11]Frank Luther Mott, A History of American Magazines, 1741 - 1850, (New York: D. Appleton and Company: 1930): 7.

[12]Magazine Fact Book, p. 7.

[13]Are You Planning to Start a New Magazine, (New Canaan, Connecticut: Folio Magazine Publishing Corporation, 1978): 18.

[14]Carter, p. 114.

Appendix 1

MAGAZINE CODING LIST

Magazine's name

I. COVER:
1. Poster cover
2. One theme cover
3. Multi theme, one image cover
4. Multi theme and image cover.

II. COVER PRICE: $.

III. SUBSCRIPTION PRICE:
1. Stated price $
2. Discount price $.

IV. PUBLICATION DATE: Week Month Year 19

V. PUBLICATION LOCATION:

VI. STATEMENT OF FIRST ISSUE:
1. Premiere issue
2. First issue
3. Inaugural issue
4. None
5. Other.

VII. FREQUENCY OF PUBLICATION:
1. Weekly
2. Bi-weekly
3. Monthly
4. Bi-monthly
5. Quarterly
6. Other.

VIII. BINDING INFORMATION:
1. Saddle stitch
2. Perfect binding
3. Sewn binding.

IX. PAPER:
1. Slick paper
2. Newsprint
3. Both
4. Other.

X. TOTAL NUMBER OF PAGES:
1. Editorial
2. Advertising

XI. USAGE OF COLOR:
1. Process color, # of pages
2. Spot color, # of pages
3. None.

XII. IS THERE ANY FLEX-FORM ADVERTISING AND EDITORIAL MATERIALS?
1. Yes
2. No.

XIII. CONTENTS PAGE:
1. Synopsis
2. Listing
3. Other.

XIV. LETTER FROM THE EDITOR/PUBLISHER:
1. Written by editor
2. Written by publisher
3. Written by both
4. Other.

XV. LOCATION OF LETTER FROM THE EDITOR/PUBLISHER: Page # .

XVI. POSITION OF THE LETTER FROM THE EDITOR/PUBLISHER:
1. First editorial page
2. Last editorial page
3. First editorial page after contents page
4. Other.

XVII. MAGAZINE CONTENT STYLE:
1. # of departments
2. # of articles .

XVIII. MAGAZINE DESIGN STYLE:
1. Continuous editorial matter with no advertising.
2. Continuous editorial matter with advertising
3. Continuous ditorial well
4. Combination of all.

XIX. MAGAZINE SIZE:
1. Pocket size (TV GUIDE)
2. Standard size (NEWSWEEK)
3. Large size (LIFE)
4. Other.

NOTES AND COMMENTS:

Operational Definitions

Following are the operational definitions that were used in analyzing the 234 issues of new magazines. Those definitions were the guide used in coding the content analysis' Magazine Coding List prepared for this study:

1. Cover: the front page of the magazine. There are four major cover designs:

a. poster cover: a cover that has only a picture or an illustration besides the name of the magazine, the date, and the price.

b. one theme cover: a cover that has a picture or an illustration together with identifying typography related to the picture or illustration besides the name of the magazine, the date, and the price.

c. multi theme, one image cover: a cover that has a picture or an illustration together with typographical blurbs of different topics covered in the issue, besides the name of the magazine, the date, and the price.

d. multi theme and image cover: a cover that has more than one picture or illustration together with typographical blurbs referring to the images or to inside content of the magazine.

2. Cover price: the stated price for the magazine, if there is one, as shown on the cover.

3. Subscription price: the stated price for a one year subscription to the magazine both in the publishers statement (usually found below the content page of the magazines or in the masthead), and in the advertisements or the subscription cards that are found in the magazine.

4. Cover date: the week or month, and year that appears on the cover of the magazine.

5. Statement of first issue: any reference to the magazine as new, whether it says: New, Premier issue, First issue, Inaugural issue, etc.

6. Frequency of the publication: how often the magazine is published, once a week, twice a month, monthly, once every two months (bi-monthly), or quarterly.

7. Binding information: how the magazine is held together:

a. Saddle stitch: the binding method that is used when the magazine is stapled in the middle from the outside, including the cover. The staples are obvious on both the outside and inside of the magazine. If the magazine is opened in the middle the staples will show.

b. Perfect binding: the magazine has a book shape. The inside is glued together and than the cover is glued to it. It has a straight sharp back edge, usually called back bone.

c. Sewn binding or stitching: same as the above, but instead of the glue the magazine is sewn together, or stapled a fraction of an inch in from the edge, and than the cover is glued to the rest of the magazine.

8. Paper: what kind of paper is used in the magazine:

a. Clay coated (slick) paper: white glossy paper.

b. Newsprint paper: the kind of paper that is used in newspapers, harsh and semi gray as opposed to the glossy white.

c. Combination of both: the magazine uses more than one kind of paper, it mixes the clay coated with the newsprint.

9. Color: the usage of color in pictures or illustration, or display typography (titles, blurbs, initial letters, etc). There are two kinds of colors:

a: Process colors: these are the four basic colors used in color photography: black, magenta (red), cyan (blue), and yellow.. They are often used in printing the four-color pictures in the magazine. If spot color (see b) appears on the same page with process color, the page should only be counted as having process color.

b. Second or spot colors: these could be any other color used in the magazine besides black. It is mainly used in display typography, boxes, rules, charts, and duotone pictures (pictures using another color in their printing besides black).

10. Total number of pages: the exact number of pages used by the magazine. Sometimes magazines start with the first page as page 3 thus counting the cover and the back of the cover as pages 1 and 2. If this is the case 2 more pages should be added to the last page number of the magazine to take into consideration the last cover and the inside of it. If the magazine starts with page 1 than 4 pages should be added to the total number of the magazine pages.

11. Editorial pages: the total number of pages devoted to editorial materials (articles, pictures, etc.).

12. Advertising pages: the total number of pages devoted to advertising. The advertisements can be one full spread (two page facing each other), one full page, 3/4 of a page, 1/2 page, 1/3 page, or even 1/4 page. Classified advertising was counted as regular advertising material.

13. Flex-form (bastard) advertising and editorial display: any setting of advertising or editorial material that is not set within the regular column width of the magazine, that is, it does not fit any of the divisions mentioned above in section 12.

14. Contents page: the page that lists the contents of the magazine. It can be either one of two:

a. a synopsis contents page: the contents are listed together with a brief summary of the articles inside.

b. a mere listing contents page: the contents are listed by titles of the articles only, with no further information on their contents.

15. Letter from the editor/publisher: the opening letter describing the nature of the magazine, or introducing the magazine to the readers. It can be written by the editor, publisher, or even both. The position of the letter means the page number on which the letter is located.

16. Magazine content style: magazine editorial material is usually divided into two main parts: a) departments, and b) articles. The departments are those pages that have separate headings and contains one or more different stories. The articles are the editorial material that runs under their own titles.

17. Magazine design style: the distribution of the editorial material and the advertising material throughout the magazine. This can take any of the following four forms:

a. Continuous editorial material with no advertising or jumps: all the editorial matter is located at one place either surrounded, preceded, or followed by the advertising. All articles are continuous, there are no jumps of articles to further pages.

b. Continuous editorial material with advertising: here also there are no jumps in the articles, but the advertising is allowed to be mixed with the editorial matter.

c. Concentrated editorial well with jumps: the beginnings of the articles are concentrated in one place (usually near the front of the magazine) and then continued someplace toward the end. In fact, what we have will be a number of articles which presents nothing but the title, picture or illustration, and maybe one or two paragraphs of the article. In this style the advertising does not interrupt the editorial well.

d. Combination of all the above: that is when a magazine does not have a specific style to follow and mixes all the above three styles.

18. Magazine size: the width and depth of the magazine. There are three major magazine sizes: digest size (Reader's Digest), standard size (Newsweek), and large size (Life).